

Amendments to the Claims

The listing of claims will replace all prior versions, and listings of claims in the application.

1. (Currently Amended) A computer implemented method for placing advertisements ~~with interactive content on mobile, hand-held devices~~ a device, comprising the steps of:

(1) performing a first sync operation, comprising the step of:
receiving content from a server, wherein the received content
includes an advertisement;

[[(1)]] (2) displaying [[an]] the advertisement ~~with interactive content~~ on the ~~a hand-held~~ device, wherein the advertisement is at least a portion of a web page, wherein the at least a portion of the web page was generated such that a format of the at least a portion of the web page is customized based on at least one characteristic of a ~~screen-size of the hand-held device, a color depth of the hand-held device, buttons available on the hand-held device, and a network connectivity of the hand-held device,~~ the web page including a response form having one or more fields;

[[(2)]] (3) pre-populating at least one field of the response form with address location information relating to [[the]] a user of the ~~hand-held~~ device; and

[[(3)]] (4) performing a second sync operation comprising the step of
transmitting the at least one pre-populated fields to the server, wherein the server
conditionally ~~forwarding forwards~~ the at least one pre-populated field to an entity associated with the advertisement to provide information regarding the user to the entity;

~~wherein the advertisement was received by the hand-held device from a server during a sync operation, wherein, during the sync operation, the hand-held device was placed into an adapter through which the hand-held device was coupled to the server~~

(5) generating tracking data representative of a browsing activity of the user while using the device; and

(6) performing a third sync operation comprising the step of: transmitting the tracking data to the server.

2. (Currently Amended) The method of claim 1, wherein ~~step (3) comprises:~~ forwarding the at least one pre-populated field is forwarded to an advertiser of the advertisement in an email.

3. (Previously Presented) The method of claim 1, wherein a fee is paid by an advertiser for each pre-populated address field forwarded to the advertiser.

4. (Currently Amended) The method of claim 1, further comprising:
[[(4)]] (7) caching the at least one pre-populated field on the ~~hand-held device~~ device[[:]].

~~wherein step [[(3)]] comprises:~~
~~forwarding the at least one pre-populated field to an advertiser of the advertisement during a subsequent sync of the hand-held device.~~

5. (Original) The method of claim 4, wherein a fee is paid by the advertiser for each pre-populated address field forwarded to the advertiser.

6. (Currently Amended) The method of claim 1, wherein step ~~[(2)]~~ (3) comprises the step of pre-populating at least one field of the advertisement with a user's address location information comprising one or more of the user's electronic mail (email) address, residential address, and business address.

7. (Currently Amended) The method of claim 1, wherein a base fee is paid by an advertiser for having the advertiser's advertisement displayed on the ~~hand-held~~ device.

8. (Canceled)

9. (Currently Amended) The method of claim 1, wherein the advertisement displayed on the ~~hand-held~~ device is targeted for specific users by the advertiser, wherein advertiser targeting of specific users comprises the steps of:

- (a) receiving an advertisement with user preferences;
- (b) identifying users that match the user preferences; and
- (c) loading the advertisement on ~~hand-held~~ devices of users identified in step (b).

10-15. (Canceled)

16. (Currently Amended) A computer program product comprising a computer useable medium including control logic stored therein, said control logic when executed enabling a processor to place advertisements ~~with interactive content~~ on ~~mobile, hand held devices~~ a device, said control logic comprising:

first syncing means for enabling a processor to perform a first sync operation, wherein during the first sync operation the device receives content from a server, wherein the received content includes an advertisement;

displaying means for enabling a processor to display ~~[[an]]~~ the advertisement ~~with interactive content on the a hand held device~~, wherein the advertisement is at least a portion of a web page, wherein the at least a portion of the web page was generated such that a format of the at least a portion of the web page is customized based on at least one characteristic ~~of a screen size of the hand held device, a color depth of the hand held device, buttons available on the hand held device, and a network connectivity of the hand held device~~, the web page including a response form having one or more fields;

pre-populating means for enabling a processor to pre-populate at least one field of the response form with address location information about ~~[[the]]~~ a user of the ~~hand-held~~ device; and

~~receiving means for enabling a processor to receive the advertisement from a server during a sync operation, wherein, during the sync operation, the hand held device is placed into an adapter through which the hand held device is coupled to the server~~

tracking means for enabling a processor to generate tracking data representative of a browsing activity of the user while using the device;

second syncing means for enabling a processor to perform a second sync operation, wherein during the second sync operation the tracking data is transmitted to the server.

17. (Currently Amended) The computer program product of claim 16, wherein said control logic further comprises:

forwarding means for enabling a processor to perform a third sync operation, wherein during the third sync operation forward the at least one pre-populated field is forwarded to the server, wherein the server forwards the at least one pre-populated field to an advertiser of the advertisement.

18. (Original) The computer program product of claim 17, wherein a fee is paid by the-advertiser for each pre-populated address field forwarded to the advertiser.

19. (Currently Amended) The computer program product of claim 16, wherein said control logic further comprises:

caching means for enabling a processor to cache the at least one pre-populated field on the ~~hand-held~~ device; and

forwarding means for enabling a processor to forward the at least one pre-populated field to the server ~~an advertiser of the advertisement~~ during a subsequent sync of the ~~hand-held~~ device, wherein the server forwards the at least one pre-populated field to an advertiser of the advertisement.

20. (Original) The computer program product of claim 19, wherein a fee is paid by the advertiser for each pre-populated address field forwarded to the advertiser.

21. (Original) The computer program product of claim 16, wherein said pre-populating means comprises means for enabling a processor to pre-populate at least one field of the advertisement with a user's address location information comprising one or more of the user's electronic mail (email) address, residential address, and business address.

22. (Currently Amended) The computer program product of claim 16, wherein a base fee is paid by an advertiser for having the advertiser's advertisement displayed on the ~~hand-held~~ device.

23. (Currently Amended) The computer program product of claim 16, wherein the advertisement was selected at the server by ~~displayed on the hand-held device is content specific, wherein the display of said content specific advertisement~~ comprises:

accessing ~~means for enabling a processor to access~~ a user profile associated with the user of the ~~hand-held~~ device;

identifying ~~means for enabling a processor to identify~~ one or more of a location of the ~~hand-held~~ device and a time of day;

~~selecting means for enabling a processor to select one or more advertisements based on one or more of the user profile, the time of day, and the location of the hand-held device; and~~

wherein the first syncing means comprises:

~~transmitting means for enabling a processor to transmit~~ receiving means for enabling a processor to receive the selected one or more advertisements from the server selected to the hand-held device.

24. (Currently Amended) The computer program product of claim 16, wherein the advertisement displayed on the ~~hand-held~~ device is targeted for specific users by the advertiser, wherein advertiser targeting of specific users comprises:

receiving means for enabling a processor to receive an advertisement with user preferences;

identifying means for enabling a processor to identify users that match the user preferences; and

loading means for enabling a processor to load the advertisement on ~~hand-held~~ devices of users identified as matching user preferences.

25-45. (Canceled)

46. (Currently Amended) A computer implemented method for displaying advertisements ~~with interactive content on mobile, hand-held devices~~ a device, comprising the steps of:

(1) synchronizing a hand-held device, wherein said synchronizing the ~~hand-held~~ device comprises receiving content including at least one advertisement with ~~interactive content~~ from a server during a sync operation, wherein the at least one advertisement is at least a portion of a web page, wherein the at least a portion of the web page was generated such that a format of the at least a portion of the web page is customized based on at least one characteristic of the device ~~of a screen size of the hand-held device, a color depth of the hand-held device, buttons available on the hand-held device, and a network connectivity of the hand-held device, and wherein, during the sync operation the hand-held device is placed into an adapter through which the hand-held device is coupled to the server;~~

(2) operating the ~~hand-held~~ device in an off-line mode, comprising;

(a) identifying a time of day and a location of the device;

(b) selecting at least one advertisement based on the identified time of day and location of the device; [[and]]

(c) displaying the at least one selected advertisement;

(d) responding to a user interaction with the advertisement, including the step of pre-populating at least one field of a response to the advertisement with address location information relating to the user of the ~~hand-held~~ device; and

(e) caching the pre-populated response in the ~~hand-held~~ device;

[[and]]

(3) generating tracking data representative of a browsing activity of the user while using the device; and

[[(3)]] (4) synchronizing the hand-held device subsequently to the synchronization of step (1) including the ~~step~~ steps of:

conditionally forwarding the at least one pre-populated field to an entity associated with the advertisement to provide information regarding the user to the entity; and

transmitting the tracking data to the server.

47. (Currently Amended) The method of claim 46, wherein the location and time identified in step (2)(a) is a previous location of the ~~hand-held~~ device.

48. (Currently Amended) The method of claim 46, wherein the location and time identified in step (2)(a) is a planned future location of the user of the ~~hand-held~~ device.

49. (Currently Amended) The method of claim 46, further comprising the steps of:

enabling a user of the ~~hand-held~~ device to conduct business with a provider related to a web site associated with the advertisement,

wherein revenue from said business is shared between the provider related to the web site and a provider related to a server that enables access to the web site.

50. (Previously Presented) The method of claim 46, wherein a fee is paid by an advertiser for each pre-populated address field forwarded to the advertiser.

51. (Currently Amended) The method of claim 46, wherein a base fee is paid by an advertiser for having the advertiser's advertisement displayed on the ~~hand-held~~ device.

52. (Previously Presented) The method of claim 46, wherein step (2)(d) comprises the step of pre-populating at least one field of the advertisement with a user's address location information comprising one or more of the user's electronic mail (email) address, residential address, and business address.

53. (Currently Amended) A computer program product comprising a computer useable medium including control logic stored therein, said control logic enabling the display of advertisements ~~with interactive content on mobile devices~~ a device, comprising:

receiving means for enabling a processor to receive at least one advertisement ~~with interactive content~~ from a server during a sync operation, wherein the at least one advertisement is at least a portion of a web page, wherein the at least a portion of the web page was generated such that a format of the at least a portion of the web page is customized based on at least one characteristic of the device ~~of a screen size of the hand-held device, a color depth of the hand-held device, buttons available on the hand-held device, and a network connectivity of the hand-held device, and wherein, during the sync operation the hand-held device is placed into an adapter through which the hand-held device is coupled to the server;~~

identifying means for enabling a processor to identify a time of day and a location of the device;

selecting means for enabling a processor to select at least one advertisement based on the identified time of day and location of the device;

displaying means for enabling a processor to display the at least one selected advertisement;

interacting means ~~to enable~~ for enabling a processor to enable a user to interact with the selected advertisement, wherein the interaction includes accepting a user response to the selected advertisement, wherein at least one field of the user response is pre-populated with address location information relating to the user;

caching means ~~to enable~~ for enabling a processor to store the user response;

tracking means for enabling a processor to generate tracking data representative of a browsing activity of the user while using the device; and

transmitting means ~~to enable~~ for enabling a processor to forward the user response and tracking data during a synchronization with the server to an entity associated with the advertisement to provide information regarding the user to the entity.

54. (Currently Amended) The computer program product of claim 53, wherein the one or more of a location identified by the identifying means is a previous one or more of a location of the ~~hand-held~~ device.

55. (Currently Amended) The computer program product of claim 53, wherein the one or more of a location identified by the identifying means is a planned one or more of a location of the user of the ~~hand-held~~ device.

56. (Currently Amended) The computer program product of claim 53, wherein the control logic further comprises:

enabling means for enabling a processor to enable a user of the ~~hand-held~~ device to conduct business with a provider related to the web site associated with the advertisement,

wherein revenue from said business is shared between the provider related to the web site and a provider related to a server that enables access to the web site.

57. (Previously Presented) The method of claim 1, further comprising the steps of:

enabling a user of the device to conduct business with a provider, wherein revenue from said business is shared between the provider and a server that enables access to the provider.

58. (Previously Presented) The computer program product of claim 16, wherein said control logic further comprises:

enabling means for enabling a processor to enable a user of the device to conduct business with a provider, wherein revenue from said business is shared between the provider and a server that enables access to the provider.

59. (New) The computer-implemented method of claim 1, wherein step (1) further comprises:

transmitting a synchronization token to the server;

wherein at least a portion of the received content is selected by the server for the device based on the synchronization token.

60. (New) The computer-implemented method of claim 59, wherein the synchronization token is a data marker representative of data stored on the device.

61. (New) The computer-implemented method of claim 59, wherein the synchronization token is used by the server to determine whether a previous sync operation was successful.

62. (New) The computer program product of claim 16, wherein the first syncing means further comprises:

transmitting means for enabling a processor to transmit a synchronization token to the server;

wherein at least a portion of the received content is selected by the server for the device based on the synchronization token.

63. (New) The computer-implemented method of claim 62, wherein the synchronization token is a data marker representative of data stored on the device.

64. (New) The computer-implemented method of claim 62, wherein the synchronization token is used by the server to determine whether a previous sync operation was successful.

65. (New) A computer implemented method for placing advertisements a device, comprising the steps of:

- (1) performing a first sync operation, comprising the step of:
receiving content from a server, wherein the received content includes an advertisement;
- (2) displaying the advertisement on the device, wherein the advertisement is at least a portion of a web page, wherein the at least a portion of the web page was generated such that a format of the at least a portion of the web page is customized based on at least one characteristic of the device, the web page including a response form having one or more fields;
- (3) pre-populating at least one field of the response form with address location information relating to a user of the device;
- (4) performing a second sync operation comprising the step of transmitting the at least one pre-populated fields to the server, wherein the server conditionally forwards the at least one pre-populated field to an entity associated with the advertisement to provide information regarding the user to the entity;
- (5) generating tracking data representative of a browsing activity of the user while using the device; and

- (6) performing a third sync operation comprising the step of:
transmitting the tracking data to the server;

wherein the advertisement was selected at the server by:

accessing a user profile associated with the user of the device;
identifying one or more of a location of the device and a time of day; and
selecting one or more advertisements based on one or more of the user
profile, the time of day, and the location of the device;

wherein step (1) comprises:

receiving the selected advertisements from the server.